

## THE GAZETTE.

SATURDAY EVENING, OCTOBER 10.

## Advertising-How to do it-Does it Pay.

Professor H. G. Eastman is delivering lectures at the North on the value of advertising, and in one of his lectures he opened by saying that those who had been most generous in their advertising, and thereby the most successful in business, had been stigmatized as "humbugs."

Was Barum's Museum any the less worthy after he better advertised it? Was the Ledger any less before Bonner bought out one day's issue of the New York Herald than it was afterwards? Was Stewart's store any the less worthy of public patronage after paying \$22,000 for a paper to advertise, when the payment of that \$22,000 gave a thing of \$100,000 in return? There is no such a thing as a "humbug." A man is either a knave, charlatan, or else he is classed among the business men as a man.

The proper way to be advertised is to advertise one thing at a time, as for instance sugar. People will have their attention arrested by that one word, and they would buy sugar. The result would be that a large business would be established. But if people advertise all they had to sell they would not succeed, because their advertisements would not be read. This was so with everything. If you are a dry goods merchant, silks or some other article must be advertised, and that alone. An excitement must be made, and business would follow.

The merchants in Europe beat us 100,000 per cent. They frequently spend \$100,000 advertising their cotton goods. A. T. Stewart advertised his cotton goods alone at the Union. Mr. Bonner once went to Mr. Bennett, of the New York Herald, and asked if he could have three pages in to-morrow's paper for his advertisement of the Ledger. The answer was, yes, if he would pay a double price he could have all he wanted. Upon which Mr. Bonner said that he would take the whole paper. The consequence was that the Herald's advertisement of the Ledger in it. On one page, in large letters, it was stated that an article written by Henry Ward Beecher would be in the Ledger, and so on through the whole eight pages. Mr. Bonner did not advertise all he had to sell, but only attracted attention to the Ledger. People who wish to succeed, must use their brains; they must not depend upon manual labor.

## Sudden Death of Howell Cobb.

New York, October 9.—At half past ten o'clock this morning, Hon. Howell Cobb, of Georgia, dropped dead in a corridor of the Fifth Avenue Hotel.

## ALEXANDRIA AND WINCHESTER MAIL LINE.

## FARE REDUCED!

This old and reliable line of Stages from Alexandria via Fairfax C. H., Chantilly, Pleasant Valley, Arcola, Aldie, Middleburg, Upperville, Paris, Berry's Ferry and Millwood to Winchester, is now running as follows, viz:—  
Leaves Alexandria on TUESDAYS, THURSDAYS and SATURDAYS at 7 o'clock a. m., or on the arrival of the Northern Mail and Upperville on WEDNESDAYS, FRIDAYS and SUNDAYS, at 7 a. m., and arrives at Winchester, connecting with the cars for Baltimore, and stages for Capon Springs and Staunton.  
Returns from Winchester on TUESDAYS, THURSDAYS and SATURDAYS, at 10 a. m., and Upperville on WEDNESDAYS, FRIDAYS and SUNDAYS, at 6 a. m., and arrives in Alexandria in time for the cars for Baltimore and the North.  
Fare from Alexandria to Fairfax C. H. \$1.00  
Middleburg..... 3.00  
Upperville..... 3.50

Other points in proportion.  
As this line can be relied upon throughout the whole year, and the proprietor pledges his personal attention to the comfort and safety of his passengers (he driving himself over a greater portion of the route) the travelling public may rest assured that his best efforts will be exerted to merit their patronage.  
Office—At Mansion House, Alexandria: Amos Fox's Saloon, Fairfax C. H.; E. C. Brown's Store, Middleburg, and Taylor & Keiger's store, Winchester.  
Jy 6-60m WM. WHALEY, Prop.

## NEW AND ATTRACTIVE ARTICLES.

At A. H. NOTT & CO'S, 69, King street, CONSISTING IN PART OF—  
ROGERS' CUTLERY,  
CASTORS, PLATED  
SPOONS, AND FORKS,  
TEA AND COFFEE POTS,  
BASKETS, of all descriptions,  
Toilet Sets, Raisin Seeders, Patent Scrub Brushes, and every notion in the Housekeepers' line.

We offer particular inducements to the trade on our extensive stock of CUTLERY, TIN, and WOODEN WARE and BROOMS.  
Having just returned from the largest New York factories, we can give satisfaction, and invite the attention of merchants and farmers to our stock at 69, King street.  
ANDREW H. NOTT,  
Late of Richmond.  
BERTRAND S. ASHBY,  
Late of Fauquier Co.

sep 28-3m

## LIME!

The subscriber having established at the Canal Basin extensive kilns for the production of all descriptions of LIME, offers the same to farmers, citizens and the public generally, in quantities to suit, and at low rates.  
Persons in want of any description of Lime, whether for agricultural or building purposes, will find it to their interest to encourage home manufacture. They will find our Lime cheap as the cheapest, and good as the best, it being burned in the latest improved kilns.  
I also offer for sale, at like reasonable rates, all kinds of BUILDING BRICK, to be had at GERMAN & FRANCIS' BRICK-YARD.  
Orders may be left at the stores of J. Brothers & Co., King street; R. H. Stabler, corner King and Washington streets; at the Kiln, or my house, No. 66, south St. Asaph st.  
Jy 21-6m EMANUEL FRANCIS.

## EUREKA! EUREKA!

Have found out that the CASH PRINCIPLE is the only true one on which to do business, and I am to-day opening the most complete assortment of FINE HATS and CAPS, ever offered in this city, and at prices, FOR THE CASH, which defy competition. Call at  
Chap for Cash Hat Store,  
No. 93, King street  
SAMUEL H. JANNEY.  
JANNEY & CO.,  
DEALERS IN  
PURE DRUGS, LEWIS' WHITE LEAD,  
Paints, Oils and Varnishes,  
FRENCH WINDOW GLASS & PUTTY.  
No. 145, King street.  
Orders and Inquiries from the country promptly attended to. sep 23-1f

## THOMAS SINCLAIR

CARPENTER AND JOINER,  
No. 16, SOUTH WATER STREET,  
(Near the Bank of the Old Dominion).  
Is prepared to execute, with dispatch and at the most reasonable terms, all work in his line, and satisfaction warranted.  
He solicits work from the adjacent county, as he is prepared to contract for building, or to do any kind of repairing. sep 18-1f

## BUILDING MATERIALS.

JAMES W. NALLS,

(SUCCESSOR TO J. W. NALLS &amp; Co.)

ALEXANDRIA, VA.

Having purchased the entire stock of the late firm, at the old stand,  
NO. 187, KING STREET,  
I invite those who have so liberally patronized them, and the public generally, to give me a call. Having a large stock on hand, I am prepared to sell as cheap as can be bought in the State. My stock consists of Hardware, Cutlery, Carpenters' Tools, Doors, Sash, Blinds, and Window Frames, of different patterns, and Newel Posts. A large stock of French and American Glass, double and single thick, of all sizes. Paints, Oils, Varnishes, Paint and White Wash Brushes, Lewis' Pure White Lead, and other brands of fine quality. Putty, Turpentine and Machine Oil. Also, Lime, of superior quality. Cement, Galvanized Sheet, Pitch and Putty for Roofing, &c. A large stock of Pugh's celebrated Car, Calceus, and other articles found in first class Builders' Establishments.  
All orders for Lumber, Brick and all kinds of Building Material promptly attended to.  
Terms Cash. sep 21-1f

## "ENCOURAGE HOME INDUSTRY."

VIRGINIA SASH AND DOOR FACTORY.

We would respectfully announce to the public that we are prepared to furnish  
SASHES, DOORS,  
BLINDS, MOULDINGS,  
BRACKETS, NEWELS,  
BALUSTERS, &c., &c.,  
at lower rates than the same can be had north of the Potomac.  
We have secured the services of Mr. CHAS. MANKIN as Superintendent of the Manufacturing Department, whose well-known reputation as a mechanic warrants us in saying that our work will compare with any in the country. All kinds of TURNING and SCROLL-SAWING done with dispatch. We have also connected with the Factory a large SAW-MILL, FLOORING-MILL and SHIPFACING-MILL. Send for Price List.  
RISBELL & HOOGE,  
corner Fairfax and Queen streets,  
ap 18-1f ALEXANDRIA, VA.

## WANTED.

1000 CORDS OF GOOD

CHESTNUT OAK BARK,

for which we will pay \$14 per cord, delivered at Alexandria on the cars of the O. &amp; M. R. R., or place on the above market daily.

500 CORDS OF GOOD BLACK OAK

BARK,

for which we will pay \$10 per cord.

We have always on hand OAK and HEM-

LOCK SOLE LEATHER, UPPER LEATH-

ER, all kinds of Harness, Bridle and Skirting Leather, which we sell at the lowest cash prices.

We are paying the highest cash prices for good

BEEF HIDES, dry and green.  
C. C. SMOOT & SONS,  
ap 11-1f Alexandria, Va.

## FALL TRADE!

FALL TRADE!

We have in store and offer to the country

trade at Baltimore prices a large and complete

stock of—  
DRUGS,  
PAINTS,  
OILS,  
VARNISHES,  
PATENT MEDICINES,  
WINDOW GLASS,  
AND PUTTY,  
and earnestly solicit a call from merchants when in town. Orders by mail promptly forwarded, and all inquiries cheerfully replied to.  
JANNEY & CO.,  
sep 26-1m 145, King st.

## LAMP, LAMP GOODS &amp; OIL.

WM. COGAN,

15, N. Royal Street,

offers for sale Lamps in great variety, from the

little Tom Thumb, to the most magnificent Par-

lor Lamp; Cut, Ground and Plain Glass; Chimneys, all kinds and sizes, Brushes, Wicks, and all other goods in the trade, at the most reason-

able prices. Special attention is called to a large lot of Stand Lamps just received, purchased at extremely low figures, and offered at cor-

responding rates. All who want real bargains in handsome Parlor and Table Lamps had bet-

ter come quickly. sep 8-1f

## CARPETINGS, RUGS, OIL CLOTHS, &amp;c.

We offer a beautiful assortment of

3 ply CARPETINGS,  
Superior  
English Brussels  
English Brussels  
Rag  
Rugs,  
Oil cloths, &c.  
BRYAN & BROOKWOOD,  
oct 2-601m No. 76, King street.

## WANTED.—To know the whereabouts of

JOHN SULLIVAN, who is supposed to

be in Virginia; about 33 years of age, dark

complexion, dark eyes, dark hair, 5 feet 8 or 9

inches high. He was born in Ireland, in the

parish of Towst, in the village of St. Mary's.  
Any one giving information of the whereabouts of the same will please address his aged anddistant father, MORTY SULLIVAN,  
oct 8-1w\* Stroudsburg, Pa.

## SPECIAL LINE OF CASSIMERS AND

CLOTHS.

WITMER &amp; SLAYMAKER have now open their

usual large line of Cloths and Cassimere, and

are now prepared to Trim off Suits, Over-

coats and Caps in the very best style and at the

lowest rates.  
A full line of Tailors' Trimmings always on

hand. sep 30-1f

## H. B. WHITTINGTON,

WITH

CHARLES W. GREEN,

DEALERS IN

FANCY DRY GOODS AND NOTIONS,  
Will respectfully solicit a call from his

friends. sep 26-1f

## POTOMAC FISH.

25 kits Potomac Trout,

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